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| FORM PTO-1449 (Modified)                                                        | Atty Docket No.: 343355600030                                                                               |
| U.S. DEPARTMENT OF COMMERCE                                                     | s\                                                                                                          |
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| INCODMATION DISCLOSURED                                                         | <b>3</b> /                                                                                                  |
| STATEMENT BY APPLICANT                                                          | /                                                                                                           |
| (Use several sheets if necessary)                                               |                                                                                                             |
| INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use several sheets if necessary) |                                                                                                             |
| (37 CFR 1.98(b))                                                                | 201401 10060 600                                                                                            |
|                                                                                 | Serial No.: 10/062,688                                                                                      |
|                                                                                 | Applicant(s): Cohen et al.                                                                                  |
|                                                                                 | Filed: January 31, 2002                                                                                     |
|                                                                                 | Group: Not Yot Assigned 3623 L. KRISCIUNAS                                                                  |
| U.S. PAT                                                                        | DOCUMENTS                                                                                                   |
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| Examiner Winds Kristinas                                                        | Date Considered Fcb 14 2006                                                                                 |
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| to applicant.                                                                   | normance and not considered. Include copy or this form with next communication                              |

| Serial No.: 10/062,688  Applicant(s): Cohen et al.  Filet: Ianuary 31, 2002  Group: Not.Yet.Assigned. 36.23 L. KR.ISCIUNAS  U.S. PATENT DOCUMENTS  Exam. Init.  Patent Number                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | NB37 CFR 1.98(                      | MENT OF CO     | OMME<br>RK OI<br>NFOR<br>STATI                                                                                                                                  | ERCE<br>FFICE<br>RMATI<br>EMEN<br>Several | T BY A                                           | PPLI         | CANT                                             |                                                  |                  | Atty Docket No.: 3433556000  | 30                                                  |             |               |         |  |
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| Filed: January 31, 2002 Group: Not. YEt Assigned. 36.2.3 L. K. LISCIUNAS  U.S. PATENT DOCUMENTS  Exam. Init.  Patent Number   Issue/Publication   Patentee   Class   Subclass   Filing Date    Bate   Subclass   Filing Date    FOREIGN PATENT OR PUBLISHED FOREIGN PATENT APPLICATION  Exam. Init.  Document Number   Publication Date   Country or Patent Office   Class   Subclass   Translation    OTHER DOCUMENTS (Including Author, Title, Date**, Relevant pages, Place of Publication***)  Saarcnvirta, "Data Mining to Improve Profitability", CMA Magazine, Vol. 72, No. 2, March 1998, pp. 8-12 [DIALOG: file 15]  Johnson et al., "Recent Developments and Future Directions in Mathematical Programming*, IBM Systems Journal, Vol. 31, No. 1, 1992, pp. 79-93    Date Considered   File   14, 26736                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | The same                            | MOS/           |                                                                                                                                                                 |                                           |                                                  |              |                                                  |                                                  |                  | Serial No.: 10/062,688       |                                                     |             |               |         |  |
| U.S. PATENT DOCUMENTS    Save   Patent   Number   Sure/Publication   Date   Class   Subclass   Filing Date                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | HUEMAN                              |                |                                                                                                                                                                 |                                           |                                                  |              |                                                  |                                                  |                  | Applicant(s): Cohen et al.   |                                                     |             |               |         |  |
| Exam. Init.    Patent Number   Issue/Publication   Patentee   Class   Subclass   Filing Date                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                     |                |                                                                                                                                                                 |                                           |                                                  |              |                                                  |                                                  |                  | Filed: January 31, 2002      |                                                     |             |               |         |  |
| Exam. Init.    Patent Number   Issue/Publication   Patentee   Class   Subclass   Filing Date                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                     |                |                                                                                                                                                                 |                                           |                                                  |              |                                                  |                                                  |                  | Group: Not Yet Assigned      | 3623                                                | L. KRIS     | CIUN          | AS      |  |
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| Saarenvirta, "Data Mining to Improve Profitability", CMA Magazine, Vol. 72, No. 2, March 1998, pp. 8-12 [DIALOG: file 15]  Johnson et al., "Recent Developments and Future Directions in Mathematical Programming", IBM Systems Journal, Vol. 31, No. 1, 1992, pp. 79-93 [DIALOG: file 15]  Examiner  Date Considered  Feb. 14, 2006                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | L.                                  |                |                                                                                                                                                                 | OTUS                                      | <u> </u>                                         | 1            | NITE (                                           |                                                  | - Andrew Tide De | tott Delmant mana Disco of D | h blication * * *                                   | <u> </u>    |               |         |  |
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| Examiner And Krisciinas Date Considered Feb 14, 2006                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | RK                                  | John<br>[DIA   | Johnson et al., "Recent Developments and Future Directions in Mathematical Programming", IBM Systems Journal, Vol. 31, No. 1, 1992, pp. 79-93 [DIALOG: file 15] |                                           |                                                  |              |                                                  |                                                  |                  |                              |                                                     |             |               |         |  |
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|                            |               |                                |                                             |          |        |          |         |                           | Applicant(s): Cohen et al.                          |               |                         |                  |  |  |
|                            |               |                                |                                             |          |        |          |         |                           | Filed: January 31, 2002                             |               |                         |                  |  |  |
|                            |               |                                |                                             |          |        |          |         |                           | Group: Not Yot Assigned 3623 L. KRISCIUNAS          |               |                         |                  |  |  |
|                            |               |                                |                                             |          |        |          |         | U.S. PATENT DO            |                                                     |               |                         |                  |  |  |
| Exam.<br>Init.             | Patent Number |                                |                                             |          |        |          |         | Issue/Publication<br>Date | Patentee                                            | Class         | Subclass                | Filing Date      |  |  |
| KK.                        | 6             | 0                              | 2                                           | 9        | 1      | 3        | 9       | 02/22/2000                | Cunningham et al.                                   |               |                         | L                |  |  |
| LK                         | 6             | 3                              | 2                                           | 1        | 2      | 0        | 6       | 11/20/2001                | Honarvar                                            |               |                         |                  |  |  |
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Atty Docket No.: 343355600085 FORM PTO-1449 (Modified) U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use several sheets if necessary) (37 CFR 1.98(b)) Serial No.: Not Yet Assigned Applicant(s): Tudor et al. Filed: Herewith Group: Not Yet Assigned 3623 L. KRISCIUNAS U.S. PATENT DOCUMENTS Issue/Publication Patentee Class Subclass Filing Date Patent Number Exam. Date Init. 01/31/2002 Bykowsky et al. 2002/ 0 2002/ 0 0 4 6 0 9 6 04/18/2002 Srinivasan et al. 09/04/2001 Cannon 2 6 0 0 5 8 6 5 2 0 7 7 12/31/2002 Speicher 6 0 10/28/2003 Galperin et al. 0 5 6 6 4 2 1 FOREIGN PATENT OR PUBLISHED FOREIGN PATENT APPLICATION Country or Patent Office Translation **Publication Date** Class Subclass Exam. Document Number Init. 02/15/2001 PCT 0 5 2 2 OTHER DOCUMENTS (Including Author, Title, Date\*\*, Relevant pages, Place of Publication\*\*\*) Data Mining News, Looking Past Automation, MarketSwitch Focuses on Optimization of Marketing Campaigns, Data Mining News, May 10, 1999 Porter-Kuchay, Multidimensional Marketing, Target Marketing, January 2000 [DIALOG: file 13] Spiegelman, Optimizers Assist in Specialized Marketing Efforts, Computer Reseller News, November 22, 1999 [PROQUEST] Date Considered Feb 14, 2006 Examiner Krysuna EXAMINER: Initial citation considered. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication

to applicant.